



Taylor Pecko-Reid

EXPERIENCE

SENIOR ASSOCIATE, CLIENT EXPERIENCE

CURRENT GLOBAL

MAY 2019-PRESENT

NEW MEDIA AND PUBLIC RELATIONS SENIOR SPECIALIST

AMERICAN COLLEGE OF CHEST PHYSICIANS

JULY 2018-APRIL 2019

- Planned, developed, and curated daily multi-platform social media content
- Implemented social media strategies and tactics and tracked initiatives
- Created social ads, defined target audiences, locations, and distribution
- Established relationships with health industry experts
- Understood communication needs and created communications plans
- Captured livestreams of live learning courses that feature topics like: bronchoscopy, critical skills for critical care, and ultrasonography

NEW MEDIA SPECIALIST

AMERICAN COLLEGE OF CHEST PHYSICIANS

JULY 2015-JULY 2018

- Developed strategic and operational plans for social channels
- Managed over 165K followers across all social media platforms
- Created multimedia content including videos, blogs, and podcasts related to pulmonary and critical care medicine
- Tracked and monitored social media initiatives and created reports on trends in healthcare, including breaking healthcare
- Moderated Reddit Science AMA discussions with prominent pulmonologists focusing on bronchial thermoplasty, lung cancer, venous thromboembolisms (VTE), and sepsis
- Wrote and compiled press kits featuring over 20 press releases that garnered attention from both local and national news outlets
- Launched Google On Air/YouTube Livestream videos focusing on topics like: fellows-in training, physician wellness, academic clinician and community practice, and fellowship interview preparation

CONVERGENCE REPORTER

KOMU-TV NEWS, NBC AFFILIATE

SEPT 2013-MAY 2014

- Shot still photos to accompany news stories that focused on a wide variety of topics like: traffic closures, crime, healthcare and construction
- Worked side-by-side with reporters to create multimedia content
- Produced multimedia slideshows and infographics/ interactive content
- Reported and wrote news stories for KOMU.com

EDUCATION

DEPAUL UNIVERSITY | CHICAGO, IL | 2018

MASTERS OF ARTS

PUBLIC RELATIONS AND ADVERTISING (PRAD)

UNIVERSITY OF MISSOURI | COLUMBIA, MO | 2015

BACHELOR OF JOURNALISM

EMERGING MEDIA, CONVERGENCE JOURNALISM

MINOR: POLITICAL SCIENCE, MULTICULTURAL CERTIFICATE

CONTACT

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PROFILE

I am an experienced *social media and PR specialist* with plans to help clients narrate powerful and impactful stories, captivate audiences, re-shape thoughts and behaviors, deliver measurable business goals and disrupt the PR world as we know it.

SKILLS AND INTERESTS

- Social media strategy
- Brand marketing
- Discovering patient focused stories
- Communicate healthcare initiatives that transcends all barriers
- Social advertising
- Account management